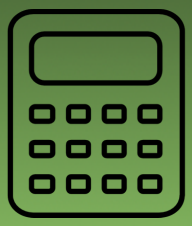

MONTHS AT A LOSS
(PRODUCT)

MONTHLY OVERHEAD COSTS:

PRICE OF PRODUCT:

CONVERSION RATE:

SALES REQUIRED:

OVERHEAD COSTS / PRICE OF PRODUCT

LEADS REQUIRED:

LEADS x CONVERSION RATE = SALES

MONTHS AT A LOSS:

LEADS / ESTIMATED LEADS GAINED IN A MONTH